RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 6, 1998

RJR Account #476520
Mr. S. Milley
OLEAN WHOLESALE

JUNE: DORAL B1G1F / PROMOTION #800432

Dear Steve:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **30** skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

Product PO # SM0518-BD1; Displays PO # SM0518-DISP

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25365	1
Ult Light 100	12300-25363	1
Lt Box 100	12300-25370	1
FF Box 100	12300-25369	1

DISPLAY DETAIL (#541865)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product / Display Arrival:	**May 19, 1998**
Ship Date to Retail:	**Week of: June 8, 1998**
SKU CUBE :	**0.4955**
SKU WT (w/o Product):	**1.1000 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$355.22**

State Breakdown:
PA: 2 Cases $215.11
NY: 2 Cases $140.11

PARTNERS 'BONUS' REPORTING DESCRIPTION	'DOR JUN B1G1F'

51854 8597

Source: https://www.industrydocuments.ucsf.edu/docs/lzxn0000

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COPY

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May
~~March~~ 6, 1998

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OLEAN WHOLESALE

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Doral Product PO# SM-0518-DBI
Displays PO# SM-0518-DISP

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25365	1
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EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

8128-0720

Product / Display Arrival:	**May 19, 1998**
Ship Date to Retail:	**Week of: June 8, 1998**
SKU CUBE :	**0.4955**
SKU WT (w/o Product):	**1.1000 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$355.22**

State Breakdown:

PA: 2 Cases	***$215.11***
NY: 2 Cases	***$140.11***

51854 8598

PARTNERS 'BONUS' REPORTING DESCRIPTION 'DOR JUN B1G1F'

Source: https://www.industrydocuments.ucsf.edu/docs/lzxn0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED**, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*4 CARTONS; ONE CARTON EACH STYLE:
DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $4.90 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **$19.60 (4 (6M) case(s) @ $4.90)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: K. Jurgensen
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

JNB1-432.DOC

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Source: https://www.industrydocuments.ucsf.edu/docs/lzxn0000

OLEAN WHOLESALE (#476520)

JUNE: DORAL B2G1F / PROMOTION #800432

RETAIL DISTRIBUTION DATE: 6/8/98

#/ DISPLAYS	OLEAN #	S/REP	RJR#	ACCOUNT NAME	ADDRESS	CITY	STATE
2	246	162202	570591	ED & JEANS MARKET	95 ROCHESTER ST	PORT BYRON	NY
2	146	162205	269469	DRYDEN FOOD MARKET	33 NORTH ST	DRYDEN	NY
2	934	162604	268735	VILLAGE FAIR MKT	119 W COMRCL ST	E ROCHESTER	NY
2	904	162605	269602	THOMPSON GROCERY	229 NORTH AVE	OWEGO	NY
2	306	162605	269635	FOODMART	328 PARK AVE	CORNING	NY
2	570	162605	291193	MARION MKTS INC.	DBA MARION SURFINE	MARION	NY
2	944	162606	581926	DEWEY'S DISCOUNT	1573 OLEAN PORTVILLE	OLEAN	NY
1	590	162607	174976	MOUNTAIN VIEW MKT.	MT VIEW PLAZA	KYLERTOWN	PA
1	636	162607	175052	OLIVETTS MARKET	445 E 3RD ST	EMPORIUM	PA
1	690	162607	182876	PRESTONS COLONIAL	MAIN STREET & RT 15	LAWRENCEVILLE	PA
1	470	162607	285658	DOWNTOWN TIME SAVER	11 EAST AVE	WELLSBORO	PA
1	172	162607	398172	COSTAS MARKET	WATER STREET	SMETHPORT	PA
1	560	162607	398221	MARTINS MARKET	98 GERMANIA ST	GALETON	PA
1	98	162607	398360	BRENNAN MARKET	MAIN STREET	ULYSSES	PA
1	240	162607	776012	DOWNTOWN TIME SAVER	33 W WELLSBORO ST	MANSFIELD	PA
1	580	162607	776206	DOWNTOWN TIME SAVER	312 N WILLIAMSON RD	BLOSSBURG	PA
1	754	162607	812880	PFAFF'S MARKET	136 ATLANTIC AVE	ST MARYS	PA
1	820	162607	870616	SHIELDS SHURSAVE	148 MAIN ST	TIDIOUTE	PA
1	922	173001	389365	AVS, INC.	9060 MAIN ST	MC KEAN	PA
26	*TOTAL DISPLAYS*						

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Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy1 Get 1 Free Promotion.

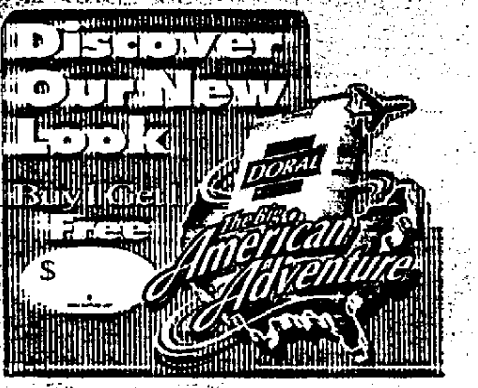
June Is Packed with Excitement!

2-Pack Sleeve

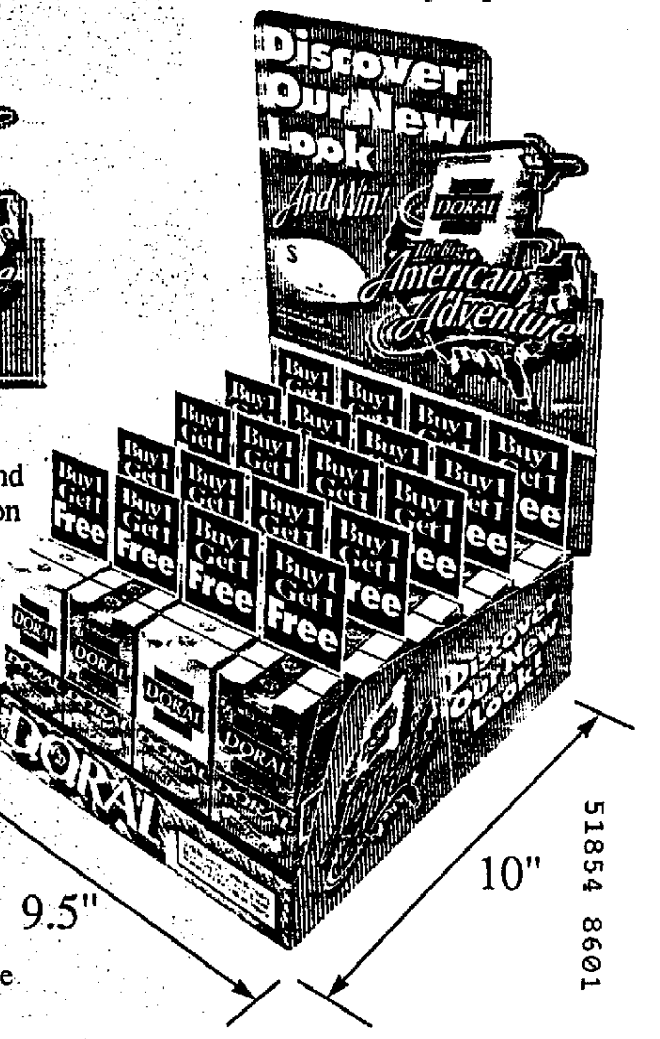
Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the **Buy 1 Get 1 Free Promotion.**

The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.

POS Card/ Alternate Header



Counter Display



Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to **"The Big American Adventure"** Sweepstakes. The Counter Display is small enough for any sales counter.

Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

SWEEPSTAKES VOID IN MA, MI, AND VA, AND WHERE PROHIBITED BY LAW.

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WHOLESALER PACKING INSTRUCTIONS

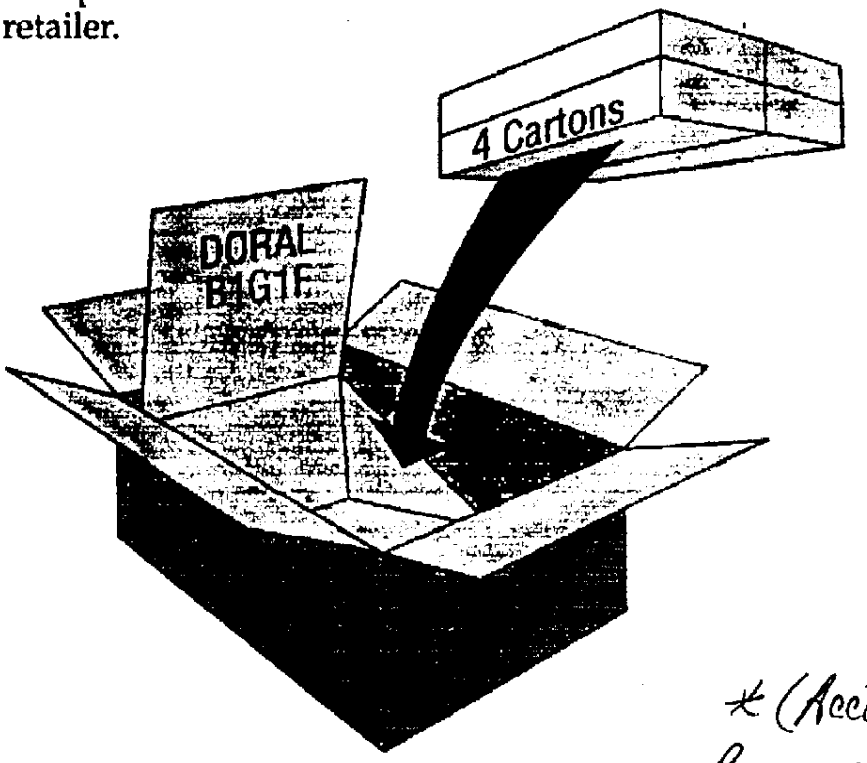
VALUE ADDED PROMOTIONS | 2ND QTR.'98

June DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



* (Accts w/15 or less)
Ensure Brand Mix
if only 2 styles
are shipped

Item: # 541865
Promotion Reporting Description: DOR JUN B1G1F

Brand Style	MEN LT 100	ULT LT 100	FF BOX 100	LT BOX 100		
Number of Cartons	1	1	1	1		

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